

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

American Media & Advocacy Group
Attention: Tracey Robinson
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 582005 /		<u>Alt Order #</u> 09838111
<u>Product</u> ESAF :60		
<u>Contract Dates</u> 10/10/12 - 11/06/12		<u>Estimate #</u> 3324
<u>Advertiser</u> Ending Spending Action Fund		<u>Original Date / Revision</u> 10/09/12 / 10/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 21.40
<u>IDB#</u>	<u>Advertiser Code</u> 267	<u>Product Code</u> 485
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/31/12	11/06/12	M-F 7a-8a	7a-8a		1:00				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/12	11/06/12	MTWTF--				1	\$4,000.00	4.00			
N 2	6	10/27/12	10/27/12	Sa 8a-9a	8a-9a		1:00				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$800.00	2.10			
N 3	6	10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--				1	\$970.00	1.50			
N 4	6	10/10/12	10/16/12	M-F 1p-2p	1p-2p		1:00				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$500.00	1.20			
N 5	6	10/17/12	10/23/12	M-F 2p-3p	2p-3p		1:00				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--				1	\$400.00	1.00			
N 6	6	10/31/12	11/06/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/12	11/06/12	MTWTF--				1	\$970.00	1.90			
N 7	6	10/15/12	10/15/12	FOX Prime Monday 7-8	7p-8p		1:00				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$6,000.00	5.80			
N 8	6	10/19/12	10/19/12	FOX Prime Friday 7-8	7p-8p		1:00				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$3,600.00	3.90			
Totals												8	\$17,240.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	6	\$12,270.00	\$10,429.50
10/29/12 - 11/06/12	2	\$4,970.00	\$4,224.50
Totals	8	\$17,240.00	\$14,654.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Milwaukee, WI 53209-1297
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<u>Contract / Revision</u>		<u>Alt Order #</u>
582005 /		09838111
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/10/12 - 11/06/12	ESAF :60	3324
<u>Advertiser</u>		<u>Original Date / Revision</u>
Ending Spending Action		10/09/12 / 10/11/12

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Ending Spending Action Fund	
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: Ending Spending Action Fund

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Mitt Romney, Presidential Candidate, Election November 6, 2012
Barack Obama, Presidential Candidate, Election November 6, 2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Ending Spending Action Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

TOTAL P.01

WITITV - WITI-TV

7155

7155
10/08/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
10-08-12	zBBWITI10812-M	ENSP-ENSP-ENSP 3324	14,654.00		14,654.00
10-12-12	mb10812WITI - M	ENSP-ENSP-ENSP 3317	34,811.75		34,811.75

Check Total: \$49,465.75

SAFEGUARD LITHO USA 08/10 10867012460M

REORDER FROM YOUR LOCAL SAFEGUARD DISTRIBUTOR, IF UNKNOWN, CALL 800-529-2422

ORIGINAL DOCUMENT HAS A COLORED BACKGROUND PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER / SIGNATURE LINE

AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VIRGINIA 22314

BB&T
Branch Banking and Trust Company
VIRGINIA

7155

7155

NUMBER

68-426/514

PAY EXACTLY*****49,465*DOLLARS*AND*75*CENTS

DATE

AMOUNT

Oct 08, 2012

\$49,465.75

PAY
TO THE
ORDER
OF

WITI-TV
9001 N Green Bay Road
Milwaukee, WI 53209

Jonathan W. Ferrell

THE REVERSE SIDE OF THIS DOCUMENT INCLUDES A SECURITY SCREEN BACKER

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P.01/01

OCT-08-2012 21:58